



CALIFORNIA STATE TEACHERS' RETIREMENT SYSTEM CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

DEPARTMENT:	CALIFORNIA STATE TEACHERS' RETIREMENT SYSTEM	RELEASE DATE:	Wednesday, June 24, 2009
POSITION TITLE:	Director of Communications	FINAL FILING DATE:	Wednesday, July 8, 2009
CEA LEVEL:	CEA 2	EXTENDED FINAL FILING DATE:	
SALARY RANGE:	\$ 7,815.00 - \$ 8,616.00 / Month	BULLETIN ID:	06022009_8

POSITION DESCRIPTION

Under general direction of the Deputy Chief Executive Officer, the Director of Communications is responsible for planning, organizing, and directing an effective system-wide communications program for more than 800,000 California State Teachers' Retirement System (CalSTRS) members and 876 employees.

As a key member of the senior management team, the Director participates in department-wide policy development, management planning and program implementation.

The Director develops a well-defined communications strategy to enhance understanding of CalSTRS' programs; acts as spokesperson for the Chief Executive Officer on a broad range of high profile issues; advises the Board and Executive Staff on the information implications of policy decisions; recommends appropriate communication channels, messages and approaches including direct mail, web-based communications, multi-media channels, and stakeholder presentations to the California Legislature and provides executive direction on the operations of the Communications Division.

The Director organizes, budgets for and establishes processes to maximize delivery of information and communications services; develops management strategies to ensure ongoing flow of information is consistent with overall communications strategy; develops and promotes a better understanding of CalSTRS' and its various programs through a well structured public relations program, including special public affairs outreach and initiatives and prepares sensitive and highly complex material for dissemination through major communications channels.

The Director assists Board and Executive Staff members in researching and preparing for presentations to a wide variety of audiences; provides oversight for the preparation of employee communications that present CalSTRS' programs and issues to a broad array of constituencies utilizing state of the art communication media; and develops and manages communication programs to enhance awareness and understanding of CalSTRS' programs and to enlist support for new initiatives.

MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

Either I

Must be a State civil service employee with permanent civil service status or who previously had permanent status in the State civil service.

Or II

Must be a current or former employee of the Legislature, with two or more consecutive years as defined in Government code § 18990.

Or III

Must be a current or former non-elected exempt employee of the Executive Branch with two or more consecutive years (excluding those positions for which salaries are set by statute) as defined in Government Code § 18992.

Or IV

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code § 18991.

KNOWLEDGE AND ABILITIES

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from the following kinds of experience with substantial participation in the formulation, operation and/or evaluation of program policies (experience may have been paid or volunteer; in State service, other government settings, or in a

private organization):

CEA Level 1. Supervisory/administrative experience in a line or staff activity, including the execution and/or evaluation of program policies.

CEA Levels 2 and 3. Broad administrative or program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies.

CEA Levels 4 and 5. Extensive managerial and program administrative experience which has included substantial responsibility for a combination of management functions such as program planning; policy formulation; organization coordination and control; and fiscal and personnel management. Where high technical professional qualifications are of primary importance in performing the duties of a given CEA position, then the above required experience may have been in a staff capacity exercising professional skills to influence and contribute to program, policy, and methods of providing those professional services. Primary examples are medical doctors and attorneys.

DESIRABLE QUALIFICATION(S)

1. Broad administrative or program manager experience with substantial participation in the formulation, operation and/or evaluation of program policies.
2. Demonstrated ability to plan, organize and manage a broad based corporate communications environment with a high degree of public, media and legislative interest.
3. Demonstrated ability to develop and implement communications strategy for a high visibility entity.
4. Demonstrated understanding of modern methods of communications.
5. Demonstrated strong management and leadership skills and the ability to function effectively as a member of a Senior Management Team.
6. Demonstrated ability to interact and communicate effectively with all levels within and outside the department. This includes Executive staff, state legislators, local government, legislative and executive officials, and stakeholders.
7. Knowledge of Public pension funds and CalSTRS benefit programs and the ability to communicate information regarding them internally and externally in a language that is easily understood for specific audiences.
8. Knowledge of principles and techniques to accurately and consistently prepare, produce and disseminate highly sensitive information.
9. Knowledge of California State Government and principles of public administration.

EXAMINATION INFORMATION

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **Director of Communications**, with the **CALIFORNIA STATE TEACHERS' RETIREMENT SYSTEM**.

Applications will be retained for twelve months.

The results of this examination will be used only to fill this position.

This examination will consist of a review by a screening committee of the candidates' Statement of Qualifications that describes their experience, knowledge and abilities as they relate to the desirable qualifications identified in the bulletin, using a predetermined evaluation criteria.

FILING INSTRUCTIONS

Interested applicants must submit:

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and on 8 1/2 x 11 paper, no more than two pages in length, and the font should be no smaller than 10 pitches.
- Resumes do not take the place of the Statement of Qualifications.
- A resume.

Applications must be submitted by the final filing date to:

CALIFORNIA STATE TEACHERS' RETIREMENT SYSTEM, Personnel Services Office
Attention: Recruitment and Selection Unit
7667 Folsom Boulevard, MS-31, Sacramento, CA 95826
Sandra Teague | (916) 229-3508 | steague@calstrs.com

ADDITIONAL INFORMATION

If filing your application in person on or after July 6, 2009 please visit us at our new address: 100 Waterfront Plaza, 3rd Floor, West Sacramento, CA 95605-2807. If filing by mail, please use Folsom Blvd. address as all mail will be forwarded.

SPECIAL TESTING

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

GENERAL INFORMATION

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The CALIFORNIA STATE TEACHERS' RETIREMENT SYSTEM reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

Class specs: <http://www.dpa.ca.gov/textdocs/specs/s7/s7500.txt>